T O U R I S M

VISITOR '87

A TRAVEL SURVEY OF VISITORS TO BRITISH COLUMBIA

HIGH COUNTRY TOURISM REGION

ECONOMIC & REGIONAL DEVELOPMENT AGREEMENT

Canada

BC

89-03807/

For additional copies of this publication and/or further information about the Canada-British Columbia Tourist Industry Development Subsidiary Agreement, contact:

B.C. Ministry of Tourism and Provincial Secretary
1117 Wharf Street
Victoria, B.C.
V8W 2Z2
(604) 387-1311

or

B.C. Ministry of Regional Development
712 Yates Street
Victoria, B.C.
V8V 1X5
(604) 387-0513

or

Industry, Science and Technology Canada
P.O. Box 11610
900 - 650 West Georgia Street
Vancouver, B.C.
V6B 5H8
(604) 666-2255 or Toll - free at 1-800-663-0433

Canadian Cataloguing in Publication Data

Main entry under title:
Visitor '87

"Funded by Canada-British Columbia Subsidiary Agreement Tourist Industry Development".
On cover: Economic & Regional Development Agreement, Canada, BC.
Originally published: Ministry of Tourism, Recreation and Culture.
Contents: [General report] -- Executive summary -- Vancouver Island tourism region -- Southwestern British Columbia tourism region -- Okanagan Similkameen tourism region -- Kootenay country tourism region -- Cariboo tourism region -- North by northwest tourism region -- Peace River Alaska Highway tourism region -- Rocky Mountain tourism region -- High country tourism region.
ISBN 0-7726-0884-9

1. Tourist trade - British Columbia. 2. Travelers - Attitudes. I. British Columbia. Ministry of Tourism and Provincial Secretary. II. Marktrend Marketing Research Inc. III. B.C. Research. IV. Economic Planning Group. V. Canada-British Columbia Tourist Industry Development Subsidiary Agreement. VI. Canada/BC Economic & Regional Development Agreement.

G155.C3V57 1988a 381'.4591711044 C89-092007-9

VISITOR '87

A TRAVEL SURVEY OF VISITORS TO BRITISH COLUMBIA

HIGH COUNTRY TOURISM REGION

Prepared for:

Ministry of Tourism and Provincial Secretary

funded by:

Canada - British Columbia Subsidiary Agreement on
Tourist Industry Development

prepared by:

MARKTREND MARKETING RESEARCH INC.
B.C. RESEARCH
ECONOMIC PLANNING GROUP

March, 1988
(Reprinted February, 1989)

ACKNOWLEDGEMENT

This study was funded through the Canada-British Columbia Tourist Industry Development Subsidiary Agreement. The Agreement, which provides a variety of programs for tourism development, is cost shared equally by the governments of Canada and British Columbia. All of the activities undertaken through this Agreement are approved by a federal/provincial Management Committee established for the administration of the Agreement.

The Canada-British Columbia Tourist Industry Development Subsidiary Agreement is one in a series of subsidiary agreements under the Economic and Regional Development Agreement (ERDA) signed in November 1984, between the governments of Canada and British Columbia.

The responsibility for the content of this report is the consultant's alone, and the conclusions reached herein, do not necessarily reflect the opinions of those who assisted during the course of this investigation or the federal and provincial governments which funded the study.

Industry, Science and Technology Canada
Industrie, Sciences et Technologie Canada

Province of British Columbia
Ministry of Regional Development

Province of British Columbia
Ministry of Tourism and Provincial Secretary

TABLE OF CONTENTS

INTRODUCTION. 1

HOW TO USE THIS REPORT. 1

FACTORS TO CALCULATE TRAVEL PARTIES 2

HIGHLIGHTS. 4

RESULTS:

NUMBER OF NIGHTS SPENT IN THE REGION 5

B.C. AS THE MAJOR DESTINATION. 5

METHOD OF TRAVEL TO THE REGION 6

METHOD OF TRAVEL IN THE REGION 6

MAIN PURPOSE OF TRIP 7

PARTY COMPOSITION. 8

FIRST TRIP TO B.C. 8

NUMBER OF TRIPS TO B.C. IN PAST 3 YEARS. 9

EXPO 86 VISITATION 9

ACCOMMODATION USED 10

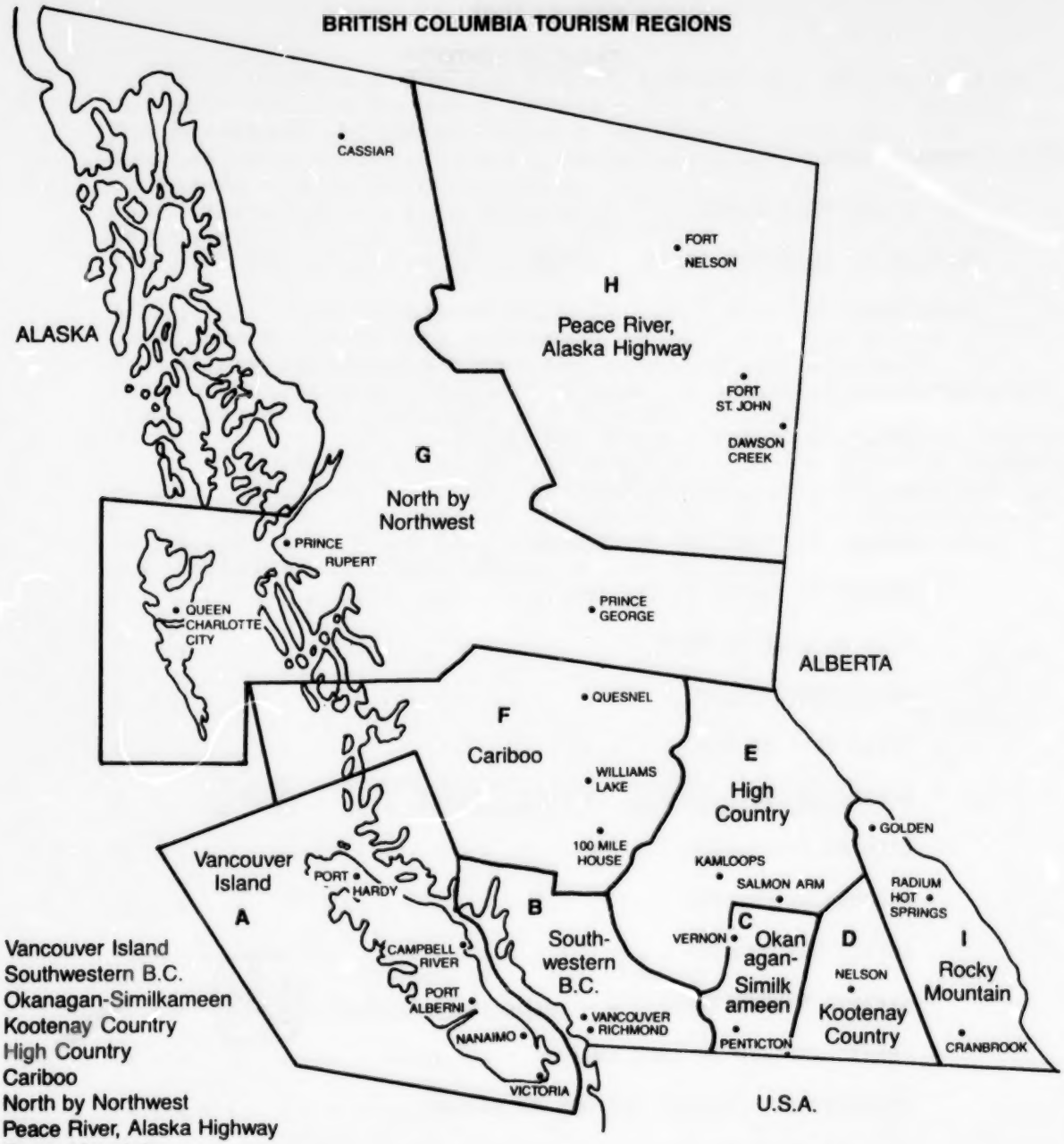
ACTIVITIES PURSUED 11

AVERAGE EXPENDITURES 12

"BEST" ASPECTS OF EACH REGION. 13

INTEREST IN VISITING REGIONS BY SEASON 14

COMPARISON OF TRAVEL IN THE REGION BETWEEN 1979 AND 1987 . . 15



A Vancouver Island
B Southwestern B.C.
C Okanagan-Similkameen
D Kootenay Country
E High Country
F Cariboo
G North by Northwest
H Peace River, Alaska Highway
I Rocky Mountain

INTRODUCTION

Visitors '87 is a survey of out-of-province visitors to British Columbia conducted during the period of July to October, 1987. It was undertaken to provide a measure of the numbers of people visiting the province during the summer and fall travel period, and to describe the characteristics and profiles of these visitors. It is the first province wide survey of tourists to British Columbia since 1979.

Visitors '87 involved the surveying of travellers arriving in B.C. at major highways, airports and marine terminals. The survey involved "screening" interviews with representatives of 13,743 travel parties entering B.C., or about 1% of total visitor traffic during the survey period. These parties were comprised of 2,940 excursionists (same-day travellers) and 10,803 tourists (one-or-more night travellers) or visitor parties.

Trip diaries were given to 3 out of 4 visitor parties and these travellers were asked to complete the diary on a daily basis and mail it to Survey Headquarters on the completion of their trip. Response rates of 40% were achieved resulting in 3,225 completed diaries representing over 20,000 party-nights spent in British Columbia. One out of four overnighting visitors were asked for their name and phone number, and a detailed follow-up interview was conducted by telephone (for North American visitors) and in airport departure lounges (for overseas visitors). A total of 1,005 of these interviews were completed.

The results of the personal interviews, telephone interviews and diary questionnaires were analysed and the results published in a provincial report entitled Visitors '87. To provide additional details at the regional level, nine separate reports were prepared - one for each tourist region - of which this is one.

HOW TO USE THIS REPORT

This report contains a summary of the most often asked questions about non-resident travel to the region. The tables have been set up to provide a variety of information in a concise, tabular format. In all cases, the formats are similar, with a breakdown of responses into three origin categories, a regional total, and a B.C. total.

The three origin categories of Canada, U.S.A. and International provide a comparison among the residents of these areas, which is intended to guide marketing programs. The regional figures and the B.C. figures allow convenient comparisons between the status of the region and the provincial average.

In all cases percentages have been reported. These percentages are intended to add vertically to 100% (in the case of non-multiple responses). In other words, the distribution of responses in each column can be compared to the percentages in the other columns. For example, the number of nights spent in the region by Canadians can be compared to the number of nights spent by Americans or by residents from offshore countries.

To keep the charts uncongested, the actual counts have not been tabulated. However, the counts (representing the number of parties) can be calculated using the figures provided in this report. The following chart tabulates the number of parties visiting each region from each of the three origin categories. Multiplying the appropriate figure from this chart by any percentage in the same origin category will provide a measure of the actual number of visitor parties.

The reader is cautioned that this chart can be used with all exhibits except those recording accommodation and activities. These are measured in party-nights and the appropriate total counts are tallied as Total Party-Nights (in hundreds).

FACTORS TO CALCULATE
ACTUAL NUMBERS OF TRAVEL PARTIES
FROM PERCENTAGES

(During July-October, 1987)

REGION	CANADA	USA	INT'L	REGION
Vancouver Island	106,000	330,000	48,000	484,000
S.W. B.C.	247,000	407,000	128,000	782,000
Okanagan	116,000	81,000	30,000	227,000
Kootenay Country	37,000	24,000	4,000	65,000
B.C. Rockies	145,000	122,000	23,000	290,000
High Country	111,000	127,000	45,000	283,000
Cariboo	7,000	40,000	10,000	55,000
North by Northwest	16,000	59,000	14,000	89,000
Peace River	9,000	35,000	4,000	48,000
B.C. Total	524,000	855,000	156,000	1,355,000

Visitors '87 has generated a vast amount of information about travel to British Columbia and travel within the region. To assist in the task of analysing the results on a regional basis, a series of the key results have been presented.

The following pages contain: a summary explanation of the regional results; a series of twelve tables describing various features about travel to the region; breakdowns of origins into categories of Canada, U.S.A. and International visitors; a comparison to 1979 results; and a summary of what visitors enjoyed most about the region.

In all the tables, the column percentage is quoted to the nearest whole number. The reader is advised to be cautious in interpreting an undue amount of precision in the numbers as statistical reliability varies for each entry in each table. Regional totals are considered accurate to within 3% to 5%, while individual elements in the exhibits have an error factor in the 5% to 20% range.

The reader is also cautioned to recognize the following points when using the report:

- The units of measurement represent number of parties, unless party-nights are specified;
- The survey was conducted solely of non-B.C. residents, as they entered the province between June 21 and October 31, 1987. This 4+ month period represents approximately 52% of total visitor traffic to B.C.;
- Travel by B.C. residents is not included in this survey. Domestic travel is estimated to represent about 45% of total B.C. tourism;
- Consequently, the survey represents between 25% and 30% of B.C. tourism.

For further information regarding the methodology and results of Visitors '87, please contact:

Research Services Branch
Ministry of Tourism, Recreation and Culture
1117 Wharf Street
Victoria, B.C.
V8W 2Z2 Phone: (604) 387-1566

HIGHLIGHTS

NON-RESIDENT TOURISM IN HIGH COUNTRY

In 1987, there were about 622,000 party-nights spent by non B.C. residents to the High Country tourist region during the period from late June to the end of October. The High Country region represents approximately 8% of the provincial party nights.

The total number of parties visiting B.C.'s High Country was 283,000 with an average length of stay of 2.2 nights.

Americans comprised the largest market share of visitors to the High Country at 45%, followed by Canadians (39%) and International visitors (16%).

The private automobile was the preferred transportation for over half (56%) of all visitors to the High Country. This was followed by R.V.'s (21%) and plane (19%).

Two-thirds of travellers cited touring as the main reason for their trip to the High Country Region. After touring the next most popular activities were visiting friends and relatives (44%) and outdoor activities (30%).

The average party size of visitors to the High Country was 2.7, while the most common party composition was two adults.

The majority of travellers to the High Country had been to B.C. before as three out of four indicated this was not their first trip.

Almost three-quarters (72%) of visitors to B.C.'s High Country did not attend Expo 86.

Camping was the preferred accommodation for 34% of visitors to the High Country. This was followed closely by motels (32%) and then the homes of relatives and friends (17%).

Visitors to the High Country spent an average of $98 per party and $36 per person per day. The single largest daily expenditure was accommodation at $28 followed by auto transportation at $20.

Total non-resident tourist revenue generated in the High Country Region during the July to October period was $54.5 million. This represents about 6% of the total provincial visitor expenditures during this summer-fall period.

NUMBER OF NIGHTS SPENT IN HIGH COUNTRY

NIGHTS	CANADA	U.S.A.	INT'L	REGIONAL TOTAL	B.C. TOTAL
1	2%	2%	1%	2%	11%
2	6	9	5	7	16
3	4	19	3	11	19
4	14	18	5	14	12
5-7	25	25	13	23	19
8-10	25	18	25	22	10
11-15	26	7	45	21	11
16-20	-	1	3	1	-
20 and over	-	-	-	-	-
Row Percentage	39%	45%	16%	100%	100%

- The regional average length of stay for all visitors to B.C.'s High Country was 2.2 nights.
- International visitors were likely to make the longest visits - almost half of the people from overseas (48%) stayed for 11 days or more compared to 26% of Canadians and 8% of Americans.
- Although international visitors made the longest visits, they comprise only 16% of total party nights compared to 45% for Americans.

IS B.C. THE MAJOR DESTINATION OF VISITORS TO HIGH COUNTRY?

RESPONSE	CANADA	U.S.A.	INT'L	REGIONAL TOTAL	B.C. TOTAL
No	15%	61%	48%	40%	38%
Yes	85	39	52	60	62
Row Percentage	41%	43%	16%	100%	100%

- B.C. was the major destination for six out of ten travellers to the province's High Country.
- B.C. was much more likely to be the main destination for Canadians (85%) than International visitors (52%) or Americans (39%).

METHOD OF TRAVEL TO B.C.
OF VISITORS TO HIGH COUNTRY

MODE OF TRANSPORT	CANADA	U.S.A.	INT'L	REGIONAL TOTAL	B.C. TOTAL
Own Automobile	72%	56%	6%	54%	48%
Rented Automobile	2	9	35	10	8
R.V.	19	29	4	21	14
Bus	2	2	5	2	3
Plane	12	10	60	19	30
Train	-	1	-	-	1
Cruise	-	-	-	-	4
Ferry	2	10	9	7	11
Other	-	2	-	1	1
Row Percentage	40%	44%	16%	114%	100%

- Three out of four visitors (75%) to B.C.'s High Country arrived in B.C. by private vehicle (car or R.V.).
- Canadians were most likely to arrive in B.C. by private vehicle (91%) followed by Americans (85%).
- International visitors were most likely to arrive by plane (60%) followed by rental car (35%).

METHOD OF TRAVEL IN B.C.
OF VISITORS IN HIGH COUNTRY

MODE OF TRANSPORT	CANADA	U.S.A.	INT'L	REGIONAL TOTAL	B.C. TOTAL
Own Automobile	72%	57%	12%	56%	50%
Rented Automobile	10	13	56	19	20
R.V.	17	30	11	21	15
Bus	4	2	21	6	11
Plane	-	1	-	-	3
Train	1	-	6	2	3
Cruise	-	-	2	1	3
Ferry	23	5	18	14	17
Other	6	4	19	7	13
Row Percentage	40%	44%	17%	100%	133%

- The most popular mode of transportation for travel through B.C.'s High Country was the private automobile (56%) followed by R.V.'s (21%).

- More than half of International visitors (56%) travelled by rental car. This compared to 13% for Americans and 10% for Canadians.

- International visitors were far more likely to travel by bus (21%) than Canadians (4%) or Americans (2%).

MAIN PURPOSE OF TRIP OF VISITORS TO HIGH COUNTRY

MAIN TRIP PURPOSE	CANADA	U.S.A.	INT'L	REGIONAL TOTAL	B.C. TOTAL
Business	8%	2%	3%	4%	10%
Conference	3	3	-	3	5
Visit Friends/ Relatives	72	22	38	44	38
Touring Trip	48	74	92	67	56
City Trip	4	6	12	6	11
Personal	12	3	2	6	6
Outdoors Trip	21	41	18	30	20
Wilderness/Adventure	6	21	25	16	10
Resort	13	12	8	12	14
Cruise	1	2	-	1	7
Theme Park	6	9	5	7	6
Special Event	3	4	3	4	5
Row Percentage	40%	44%	16%	100%	187%

- For two out of three people visiting B.C.'s High Country (67%) touring was the main purpose of their trip. Approximately nine out of ten International visitors and seven out of ten Americans were touring.

- Canadians were more likely to be visiting friends and relatives (72%) than International visitors (38%) or Americans (22%).

- More Americans cited outdoors or wilderness/adventure trips as the main purpose of their visit (62%) than International visitors (43%) or Canadians (27%).

PARTY COMPOSITION OF VISITORS TO HIGH COUNTRY

PARTY COMPOSITION	CANADA	U.S.A.	INT.L	REGIONAL TOTAL	B.C. TOTAL
1 Adult	7%	5%	7%	6%	14%
2 Adults	54	68	54	61	52
3 Adults	6	3	16	6	5
4 or More Adults	4	8	15	8	10
Adult(s) and 1-2 Ch.	20	13	8	15	15
Adult(s) and 3+ Ch.	9	2	-	4	3
Row Percentage	38%	46%	16%	100%	100%
Average (persons)	2.8	2.6	2.7	2.7	2.6

- Six out of ten parties travelling in B.C.'s High Country were comprised of two adults.
- International visitors were more likely to travel in groups of three or more adults (31%) than Americans (11%) or Canadians (10%).
- Only 19% of visitors to B.C.'s High Country were travelling with children. Canadians were most likely to travel with children (29%) followed by Americans (16%) and then International visitors (8%).

FIRST VISIT TO B.C. BY VISITORS TO HIGH COUNTRY

RESPONSE	CANADA	U.S.A.	INT'L	REGIONAL TOTAL	B.C. TOTAL
No	91%	74%	32%	74%	73%
Yes	9	26	68	26	27
Row Percentage	40%	45%	16%	100%	100%

- Three out of four visitors to B.C.'s High Country (74%) had made a previous trip to B.C.
- Canadians were most likely to have made a previous trip to B.C. (91%) followed by Americans (74%) then International visitors (32%).

NUMBER OF TRIPS TO B.C. IN THE PAST THREE YEARS BY VISITORS TO HIGH COUNTRY

NO. OF TRIPS	CANADA	U.S.A.	INT'L	REGIONAL TOTAL	B.C. TOTAL
None	16%	26%	29%	22%	19%
1	8	17	40	15	15
2	22	28	25	25	21
3	11	13	3	11	15
4-5	13	7	-	10	11
6 or more	30	8	3	19	19
Row Percentage	49%	44%	8%	100%	100%
Average (trips)	4.7	2.3	1.2	3.4	3.71

- o Approximately one in five visitors (22%) to B.C.'s High Country had not made a trip to B.C. in the last three years.
- o Three out of ten Canadians (30%) claimed to have made six or more trips to B.C. during the last three years.
- o Approximately one in four total visitors claimed to have made two trips to B.C. during the last three years.

VISITED EXPO 86 BY VISITORS TO HIGH COUNTRY

RESPONSE	CANADA	U.S.A.	INT'L	REGIONAL TOTAL	B.C. TOTAL
No	69%	71%	95%	72%	68%
Yes	32	30	5	28	32
Row Percentage	45%	44%	11%	100%	100%

- o Nearly three out of four visitors to B.C.'s High Country (72%) did not visit Expo 86.
- o Canadians were only slightly more likely (32%) than Americans (30%) to have visited Expo.

ACCOMMODATION USED BY VISITORS TO HIGH COUNTRY

ACCOMMODATION	CANADA	U.S.A.	INT'L	REGIONAL TOTAL	B.C. TOTAL
Hotel	2%	3%	13%	4%	16%
Motel	25	38	41	32	24
Campground	26	48	31	34	24
Friends/Relatives	28	2	11	17	26
Resort/Lodge	8	8	5	8	4
Cottage/B & B	1	1	-	1	2
Other	10	-	-	5	4
Row Percentage	50%	34%	16%	100%	100%
Total Party-Nights x (100)	2334	1611	758	4703	57119

- The most popular type of accommodation for all visitors to B.C.'s High Country were campgrounds (34%) followed closely by motels (32%).
- Canadians were far more likely to stay at the homes of friends and relatives (28%) than International visitors (11%) or Americans (2%).
- Camping appeared to be most popular among Americans (48%) followed by International visitors (31%) then Canadians (26%).

ACTIVITIES PURSUED BY VISITORS TO HIGH COUNTRY

ACTIVITIES	CANADA	U.S.A.	INT'L	REGIONAL TOTAL	B.C. TOTAL
Shopping	27%	23%	17%	24%	37%
Tour	3	6	15	6	11
Sightseeing	31	47	60	41	50
Passing Through	30	57	49	43	21
Business	4	1	-	2	8
Outdoor Activities	34	34	30	33	28
Sporting Activities	24	7	10	16	11
Nightlife	3	2	5	3	9
Other Activities	3	1	2	2	4
Beach/Lakeshore	41	16	25	30	27
Museum/Gallery	3	5	10	5	11
Historic Site	6	11	20	10	14
Amusement Park/Fair	3	2	4	3	4
Gardens/Parks	8	9	33	12	25
Friends/Relatives	28	8	6	17	26
Other	4	2	6	4	3
Sporting Event	-	1	6	1	2
Festival	1	1	-	1	3
Cultural Performance	1	1	-	1	3
Other Event	1	1	-	1	1
Row Percentage	49%	35%	16%	100%	298%
Total Party-Nights x (100)	2240	1616	750	4607	56715

- The most popular activities for all visitors to B.C.'s High Country were passing through (43%), sightseeing (41%) and outdoor activities (33%).
- Visiting the beach or lakeshore was the most popular activity cited by Canadians (41%).
- International visitors were much more likely to have participated in a tour (15%) than Americans (6%) or Canadians (3%).
- There were several activities which were less popular than the provincial average - these included shopping, business, nightlife and visiting museums or gardens and parks.

AVERAGE EXPENDITURES BY VISITORS TO HIGH COUNTRY

(PER PARTY PER DAY)

CATEGORY	CANADA	U.S.A.	INT'L	REGIONAL TOTAL	B.C. TOTAL
Accommodation	$25.58	$29.51	$34.84	$28.43	$37.28
Auto Transportation	16.84	21.60	22.86	19.52	15.19
Other Transportation	1.01	.79	.12	.79	6.48
Package/Cruise	7.05	4.13	29.43	9.52	10.19
Restaurants	15.74	16.65	18.86	16.55	26.75
Groceries	8.27	7.23	10.06	8.18	7.89
Recreation/Entertainment	2.95	3.20	1.61	2.83	5.26
Shopping/Souvenirs	10.37	7.12	5.83	8.47	18.98
Other	4.50	5.73	3.42	4.78	4.87
Total Expenditure per party per day*	$92.29	$94.90	$124.24	$98.30	$131.88
Party Size	2.8	2.6	2.7	2.7	2.64
Total Expenditure per person per day*	$32.96	$36.50	$46.01	$36.41	$49.95

- The average expenditures of visitors to B.C.'s High Country was $98 per party per day, while the average expenditure per person was $36. The former figure is significantly lower than the provincial average of $132.
- International visitors tended to spend the most both per party ($124) and per person ($46).
- Visitors to the High Country spent much less on shopping/souvenirs ($8) than the provincial average ($19).
- Accommodation appears to be the single largest expenditure ($28) followed by transportation ($20) and then restaurants ($17).

---

* Totals may not add due to rounding of individual expenditure items and due to analytical techniques based on questionnaire responses recorded to the nearest dollar.

"BEST" ASPECTS OF EACH REGION

RESPONSE	SOUTHWEST B.C.	VANCOUVER ISLAND	OKANAGAN SMILKAMEEN	KOOTENAY COUNTRY	B.C. ROCKIES	HIGH COUNTRY	CARIBOO	NORTH BY N.W.	PEACE RIVER-ALASKA	B.C. TOTAL
Scenery	49%	51%	38%	65%	51%	52%	58%	54%	49%	46%
Mountains	9	6	7	6	16	7	-	15	6	9
Lakes	13	15	19	14	14	14	11	5	8	13
Gardens	9	10	3	2	1	9	-	15	6	5
Fruits	5	6	14	7	-	3	-	-	-	4
Parks	5	8	3	6	11	4	-	4	-	4
Clean	1	1	5	-	2	1	-	10	1	3
Weather	21	28	49	38	30	19	4	7	20	24
Family	13	7	25	43	8	10	4	5	14	15
Friendly	21	23	17	9	24	21	20	33	26	20
Recreation	9	10	22	5	21	5	25	2	12	13
Food	9	9	9	7	7	7	11	16	6	9
Accommodation	9	4	6	9	7	9	-	21	8	8
Shopping	2	3	-	1	5	1	-	21	-	3
Campgrounds	4	4	8	-	15	7	15	4	12	9
Wilderness	3	4	-	-	7	6	11	-	6	4
Outdoors	11	12	5	19	26	9	15	16	-	10
Relaxing	9	8	6	6	5	6	10	3	11	6
Gen. Pretty	12	7	7	6	4	5	8	21	9	6
Gen. Touring	4%	2%	9%	0%	4%	2%	11%	9%	0%	4%

- Mentioned most often as the "best" aspects of High Country were the scenery (52%), friendly people (21%) and the weather (19%).
- The "best" aspects of British Columbia were generally the same categories.
- Ranking lower in the opinions of visitor to High Country than the overall perception of the province were mountains, cleanliness, weather, family oriented, recreation and shopping.

INTEREST IN VISITING REGIONS BY SEASON

REGION	SEASON			
	SPRING	SUMMER	FALL	WINTER
Southwestern B.C.	34%	68%	36%	22%
Vancouver Island	39	67	35	23
Okanagan Smilkameen	24	82	25	19
Kootenay Country	12	85	3	24
B.C. Rockies	28	83	16	24
High Country	30	79	23	16
Cariboo	12	100	50	18
North by N.W.	15	74	35	9
Peace River-Alaska	55	73	39	23
Total	34%	74%	33%	20%

- High Country was perceived as an appropriate location to visit in the spring by 30% of summer visitors.
- Four out of five visitors would be interested in visiting in the summer and on-quarter in the fall.
- Winter was seen as a season to visit High Country by 16% of summer visitors.

COMPARISON OF VISITORS TO HIGH COUNTRY BETWEEN 1979 AND 1987

ORIGIN	1979		1987	
	HIGH COUNTRY	B.C.	HIGH COUNTRY	B.C.
Alberta	42%	33%	26%	19%
Saskatchewan	6	5	4	3
Manitoba	3	2	2	2
Ontario	7	6	6	7
Quebec	2	1	2	2
Other Canada	1	1	-	1
Total Canada	61	48	40	34
Washington	11	18	12	14
Oregon	3	5	6	6
California	8	11	8	13
Other West. U.S.	4	6	9	12
Other U.S.	7	7	9	12
Total U.S.	33	47	44	57
Europe	5	4	13	7
Asia	-	1	-	1
Australia/N.Z.	2	1	3	2
Other World	-	-	-	1
Total International	7%	6%	16%	11%

- The significance of Canada as a market declined considerably from 61% in 1979 to 40% in 1987. The bulk of this decline was from Albertans who declined from 42% to 26%.
- These decreases were balanced by increases in American traffic, up from 33% in 1979 to 44% in 1987. The largest increases were from the western states.
- International traffic also increased significantly, from under 7% to 16%. European markets showed the greatest increase.